

ORDER



Orders
Order / Rev: 714492
Alt Order #: 06321162
Product Desc: NEA FUND FOR CHILD.
Estimate: 1640
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: NEA Fund for Children and Public
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	42	\$71,400.00	\$60,690.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$71,400.00	\$60,690.00	0.00
Totals	42	\$71,400.00	\$60,690.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/21/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$3,500.00		0.00			
2	WKYC	09/21/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$450.00		0.00			
3	WKYC	09/21/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$800.00		0.00			
4	WKYC	09/21/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$1,400.00		0.00			
5	WKYC	09/21/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--			1			\$2,500.00		0.00			

Order / Rev: 714492
 Alt Order #: 06321162
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: NEA Fund for Children and Public
 Product Desc: NEA FUND FOR CHILD.
 Estimate: 1640

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/21/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$800.00		0.00			
7	WKYC	09/24/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
8	WKYC	09/24/12	09/24/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$650.00		0.00			
9	WKYC	09/24/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$800.00		0.00			
10	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$3,000.00		0.00			
11	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,500.00		0.00			
12	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,500.00		0.00			
13	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
14	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$800.00		0.00			
15	WKYC	09/22/12	09/22/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$3,000.00		0.00			
16	WKYC	09/22/12	09/22/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$4,000.00	P-5	0.00	NM	1	\$4,000.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$4,000.00		0.00			
17	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$2,500.00		0.00			
18	WKYC	09/20/12	09/20/12		CM	11a-1230p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00

Order / Rev: 714492
 Alt Order #: 06321162
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: NEA Fund for Children and Public
 Product Desc: NEA FUND FOR CHILD.
 Estimate: 1640

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 11a-1230p 11a-1230p												
				TODAY SHW3-NBC<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$800.00		0.00					
19	WKYC	09/20/12	09/20/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$650.00	P-5	0.00	NM	1	\$650.00	
				DOCTORS<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$650.00		0.00					
20	WKYC	09/20/12	09/20/12	Early Today Early Today	CM	4a-430a	---T---	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00	
				EARLY TDAY-NBC<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$100.00		0.00					
21	WKYC	09/20/12	09/20/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00	
				ELLEN<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$800.00		0.00					
22	WKYC	09/20/12	09/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00	
				CH 3 NWS AT 6												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$3,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WKYC	09/17/12-09/23/12		M-F 6-630p			6p-630p		---Th-----	:30	(\$3,000.00)	0.00	NM			
See MG 22.2																
[c]																
2	WKYC	09/24/12-09/25/12		M-F 7-730p			7-730p		MT-----	:30	\$3,000.00	0.00	NM			
Ⓜ MG for 22.1 09/20																
23	WKYC	09/20/12	09/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00	
				CH 3 NWS AT 7<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$3,000.00		0.00					
24	WKYC	09/20/12	09/20/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00	
				TODAY SHW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$2,500.00		0.00					
25	WKYC	09/20/12	09/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00	
				TODAY SHW2-NBC												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	---T---			1		\$800.00		0.00					
26	WKYC	09/25/12	09/25/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00	
				TONITE SHW-NBC<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----			1		\$3,500.00		0.00					
27	WKYC	09/25/12	09/25/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00	
				RACHAEL RAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----			1		\$450.00		0.00					
28	WKYC	09/25/12	09/25/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00	
				EARLY TDAY-NBC<												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----			1		\$100.00		0.00					

Order / Rev: 714492
 Alt Order #: 06321162
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: NEA Fund for Children and Public
 Product Desc: NEA FUND FOR CHILD.
 Estimate: 1640

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	WKYC	09/25/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$800.00		0.00			
30	WKYC	09/25/12	09/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,000.00		0.00			
31	WKYC	09/25/12	09/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$1,400.00		0.00			
32	WKYC	09/25/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$3,000.00		0.00			
33	WKYC	09/25/12	09/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$2,000.00		0.00			
34	WKYC	09/25/12	09/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$800.00		0.00			
35	WKYC	09/19/12	09/19/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$3,500.00		0.00			
36	WKYC	09/19/12	09/19/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$800.00		0.00			
37	WKYC	09/19/12	09/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$800.00		0.00			
38	WKYC	09/19/12	09/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$1,400.00		0.00			
39	WKYC	09/19/12	09/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$2,500.00		0.00			
40	WKYC	09/19/12	09/19/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$2,500.00		0.00			
41	WKYC	09/19/12	09/19/12		CM	730-8p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00

Order / Rev: 714492
 Alt Order #: 06321162
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: NEA Fund for Children and Public
 Product Desc: NEA FUND FOR CHILD.
 Estimate: 1640

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730-8p											
ENT TONIGHT 30<				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--W----		1				\$2,000.00		0.00			
42	WKYC	09/19/12	09/19/12	M-F 9-10a Today II	CM	9a-10a	--W----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				Today Show II											
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--W----		1				\$800.00		0.00			
													Totals	42	\$71,400.00